

GROUP AND REGION-FOCUSED TRAINING

GENERAL INFORMATION ON

SMALL and MEDIUM ENTERPRISE DEVELOPMENT POLICIES(C)

> 課題別研修「中小企業振興政策(C)」 JFY 2014

NO. J14-04119 / ID. 1480167 Course Period in Japan: From May 28th, 2014 to July 10^{th,} 2014

This information pertains to one of the Group and Region-Focused Training of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

Executive Summary of the General Information

Title	"Small and Medium Enterprise	e Development Policies (C)" (J14-04119)					
	Proposals to improve the existing regional industry or SMEs promotion						
Program	policies / measures made by the participants based on the knowledge						
Objective	acquired through this program are shared within their organizations, and the						
	consideration to launch the prope	osed plan is initiated.					
	Duration of Whole Program	April 2014 to October 2014					
	Preliminary Phase in	April 2014 to May 2014					
Period	Participants' Countries						
renou	Core Phase in Japan	28 th May 2014 to 10 th July 2014					
	Finalization Phase in	July 2014 to October 2014					
	Participants' Countries						
Target	This program is designed for	central and local governments as well as					
Organization	affiliated organizations in charge	of regional industry promotion.					
Target	Bosnia and Herzegovina, Fo	rmer Yugoslav Republic of Macedonia,					
Countries	Montenegro, Republic of Armenia, Georgia, Republic of Serbia,						
	Republic of Albania, Republic of Tajikistan						
Total No. of							
Participants							
Nominee	(1) Essential Qualifications						
Qualifications	 Current Duties: be officials wh promotion at the central or loc 	o are responsible for regional industry/SME					
	•	d: have experience in the subject field for 5 years					
	or more.						
	,	e a university degree or the equivalent back					
	ground	nmand of written and spoken English to					
	participate in the training	intand of whiten and spoken English to					
		n, both physically and mentally, to participate in					
	the training in Japan.						
	6) Must not be serving any form (2) Recommendable Qualification						
	1) Age: be between the ages of						
		osoft Office (Word, Excel, Powerpoint)					
		e nominated from one country, one applicant is to om local government. When three applicants are					
		try, one applicant is to be from central and two					
	from local governments.						
Required	Application Form	the second second					
Documents &	Job/Country Report	14 th April, 2014					
Deadline		To be approved only to the accorded					
	Assignments for the	To be announced only to the accepted					
Notice (Accepted Participants participants with the acceptance notice						
Notice of	21 th April, 2014						
Acceptance							
JICA Center	5						
in Charge	Mr. Makoto HIRATA (<u>Hirata.Makoto@jica.go.jp</u>)						
2/17							

I. Concept

Background

Regional industry promotion is regarded as an important factor for revitalization of regional economy and society. And in promoting regional industry, the role of private sector is important along with public sector. In developing private sector, small and medium enterprises (SMEs) promotion is a critical task, since regional industry promotion is considered to directly link to SMEs development.

However, regional industry promotion in the subject countries are not always favorably implemented due to for example, lack of collaboration among the related actors.

Regional industry promotion policies in those countries are usually formulated under the initiative of the central government and policy implementation is usually local governments' responsibility. However, the collaboration between the two parties is often poor, and the different perceptions between the two parties regarding the content and the quality of support services make it very difficult to implement the coherent and effective policy. In order to address this problem, it is necessary to strengthen the collaboration between the two parties and to standardize the content and the quality of support services to be provided to SMEs.

And also, in the process to formulate regional industry promotion policies under the central government's initiative, neither the view points from universities as the research institutes nor the opinions of SMEs from the actual fields are sufficiently taken in consideration. In order to formulate realistic regional industry promotion policy, it is necessary to enhance collaboration not only between central and local governments but also among governments, university and private sectors.

Concerning the problems mentioned above, this training program is designed and implemented to inspire the participants especially from South East European countries to find out how the local industry promotions in their home countries should be like and how they can address the problems mentioned above by introducing examples of central-local government collaboration and government- academia-industry collaboration in Japan, especially Hiroshima prefecture.

For what?

The purpose of this training program is that participants prepare the proposals in order to improve the existing regional industry or private sector, especially SMEs promotion policies / measures based on the knowledge which participants acquired through this training program, and share them with their colleagues and related people in order for their organization to initiate their consideration to launch the proposed plan.

For whom?

This program is offered to the officials of central and local governments as well as affiliated organizations which are engaged in promotion of local industries/SMEs officially.

How?

This program consists of lectures on the theories, observations, and discussions in a systematical manner, which enables the participants to get the deep understandings on the subject. Therefore, at the end of this program, the participants will be able to formulate feasible plans to improve existing regional industry or SMEs promotion policies /measures utilizing the understandings acquired from this program.

II. Description

- 1. Title (J-No.): Small and Medium Enterprise Development Policies (C) (J14-04119)
- 2. Course Period in JAPAN 28th May, 2014 to 10th July, 2014

3. Target Regions or Countries

Bosnia and Herzegovina, Former Yugoslav Republic of Macedonia, Montenegro, Republic of Armenia, Georgia, Republic of Serbia, Republic of Albania, Republic of Tajikistan

4. Eligible / Target Organization

This program is designed for central and local governments as well as affiliated organizations in charge of regional industry promotion.

- 5. Course Capacity (Upper limit of Participants) 14 participants
- 6. Language to be used in this program English

7. Course Objective

Proposals to improve the existing regional industry or SMEs promotion policies / measures made by the participants based on the knowledge acquired through this program are shared within their organizations, and the consideration to launch the proposed plan is initiated.

8. Overall Goal

The effective project to promote regional industry or to support SME's is implemented with the initiative of participant's organization.

9. Expected Module Output and Contents:

This program consists of the following components. Details on each component are given below:

(1) Preliminary Phase in a participant's home country

(April 2014 to May 2014) Participating organizations make required preparation for the Program in the respective country.

Expected Module Output	Activities
1.Issue Analysis Sheet and the materials for Job / Country Report Presentation are submitted to JICA	 Participants, under the cooperation of their organizations, extract the problems concerning regional industry promotion which their countries or organizations are confronting with, and analyze the causes of the problems. And put the results in Issue Analysis Sheets and submit them to JICA. Participants formulate the presentation materials (Microsoft POWER POINT) for Job/Country Report presentation based on their own Job/Country Reports which will have already been submitted to JICA as one of the documents required for the application. (the format of Issue Analysis Sheet and the required contents of Job/Country Report presentation will be distributed and announced to the accepted participants)

(2) Core Phase in Japan						
(May 28 , 2014 to July 10, 2014) Participants dispatched by the organizations attend the Program implemented in Japan.						
Expected Module Output	Subjects/Agendas	Methodology				
2.To be able to	 (1) Overview of Japan's local industry Present status, issues and future prospect of Japan's regional industries 	Lecture				
explain the concept of Japan's regional industry promotion	 (2) Overview of Japan's regional industry promotion policies 1) Implementation of central government's comprehensive policy of regional industry promotion 2) Regional industry promotion policies by a regional government (Hiroshima Prefectural government) 	Lecture				
3.To be able to explain the roles of different actors in promoting regional industries, their networking effort	 (1) Regional industries and regional business start-ups 1)Successful cases of regional industry promotion 2)Cases of regional industry promotion through collaboration of government, business and local community 3)Cases of Agro-business 4)Regional industry promotion through 6th industry scheme 5)Case study of SMEs contracting to large enterprises 	Lecture Observation				
and the practical measures of regional industry promotion that benefit the regional enterprises through case study	 (2) Implementation of Japan's regional industry promotion policy (Networking between private financial institutions and enterprises) 1) Roles of public organization which was established for the purpose of promoting regional industries 2) Roles of business incubation facility run by a private financial institution 3) Case study of enterprises who are supported by financial institutions 	Lecture Observation				

	r	
	 (3) Implementation of Japan's regional industry promotion policy (Networking among industry, academia and government) 1) Industry-academia-government networking; from the academia's standpoint 2) Industry-academia-government networking; from the industries' standpoint 3) Industry-academia-government networking; from the local government's standpoint 	Lecture Observation
	 (4) Implementation of Japan's regional industry promotion policy (Case of 3rd Sector) 1) The concept of the 3rd sector 2) Regional development through promotion of regional product by the 3rd sector 3) Technology support by the 3rd sector 	Lecture Observation
	 (5) Provision of support services on human resource development (HRD) 1) HRD support by government organizations 2) Practice of company managers training 3) Business planning training at a university 	Lecture Observation
	 (6) SME's practices 1) Implementation of SME support measures on quality control, environment management and business management 2) Marketing strategies for SMEs 	Lecture Observation
	(7) Business planning for starting-up regional industries Planning on regional business development at the participants' countries by utilizing the knowledge and skills acquired through the training program which are related to the objective number 2	Practice
	 (8) Study trip 1) Case study of Industrial Agglomeration Area in the large metropolitan area 2) Implementation of central government agency's comprehensive policy of regional industry promotion 3) Role of Exchange of Financial Instrument, etc. 	Lecture Observation
4.To formulate improvement plan	(1) Review session Workshop to review the previous lectures, observations Incorporating the training outcome on Final Report	Discussion
of the existing regional industry promotion measures and/or	(2) Preparation of Final Report (Action Plan) Formulate your improvement plan of the existing regional industry promotion measures and/or practices of the participants' countries	Practice
practices of the participants' countries	(3) Presentation of Final Report (Action Plan)Present your Final Report (Action Plan) for Japanese lecturers	Presentation

(4)Finalization Phase in a participant's home country						
(July 2014 to October 2014)						
Participating organizations pl	Participating organizations produce final outputs by making use of results brought back					
by participants. This phase marks the end of the Program.						
Expected Module Output	Activities					
5.To share the Action Plan	Report the Action Plan in the participant's organization and start the discussion to launch the Action Plan.					
within the participants' organization.	Submission of the Progress Report by November 2014 based on the format to be provided during the Core Phase in Japan					

Date	Day		Subject	
28 May	Wed		Arrival at Hiroshima, JAPAN	
29 May	Thu		Briefing Orientation	
	т·		General Orientation on Japanese Society and Culture	
30 May	Fri		Visit to Hiroshima Peace Memorial Park	
31 May	Sat		Off	
1 Jun	Sun		Off	
2.1	Main		Courtesy Call on the University President	
2 Jun	Mon	Р	Country Report Presentation	
3 Jun	Tue	L	Outline of Japan's Regional Industries	
4 1	TATe J	L	Regional Industry Promotion Measures by a Regional Gov't	
4 Jun	Wed	L	New Industry Promotion Policies by a Regional Gov't	
5 Jun	Thu	L	Industry Promotion Institute by a Regional Government	
5 Jun	Inu	V	A Visit to an Enterprise	
6 Jun	Fri	L,V	The 6th Industry Promotion	
7 Jun	Sat		Off	
8 Jun	Sun		Off	
9 Jun	Mon	L,V	Case Study of 3rd Sector Business	
10 Jun	Tue	V	A Visit to an Enterprise	
		v		
11 Jun	Wed	L	Three-Party Collaboration: Industry, Academia and Gov't	
12Jun	Thu	L	Roadside Station (Case Study of a 3rd Sector Business)	
13 Jun	Fri	D	Review Discussion #1	
14 Jun	Sat		Off	
15 Jun	Sun		Off	
16 Jun	Mon	L	A Visit to a Business Association	
10 Juli		L	Industry Finance	
17 Jun	Tue	L	A Visit to a Business Incubation	
ir juit	Tue	V	Case Study of HRD Support for SMEs	
18 Jun Wed L			Globalization Support for SMEs by a Local Gov't	
iojun	mea	V	Presentation of Business Plan	
19 Jun	19 Jun Thu L		Case Study of Oversea Marketing	
-		V	Marketing Support of Local Agro-Products	
20 Jun	Fri	D	Review Session (Reflection Meeting)	
21 Jun	Sat		Off	
22 Jun	Sun		Off	
23 Jun	Mon	т	Travel to Tokyo (by <i>Shinkansen</i> Bullet Train)	
24 Jun	Tue	L	SME Policy Implementing Organization (National Level)	
		V	Industry Clustering	
25 Jun	Wed	L	Financial Support to SMEs	
		L	SME Support Institute in Public Sector	
26 Jun	Thu	V	A Visit to a Stock Exchange	
27 Jun	Fri		Travel to Kyoto (by <i>Shinkansen</i> Bullet Train)	
28 Jun	Sat		Back to Hiroshima	
29 Jun	Sun	D	Off Parian Discussion #2	
30 Jun 1 Jul	Mon Thu	D V	Review Discussion #2	
2 Jul		L V	A Visit to a Large Enterprise in Automobile Industry Quality Control and Productivity Enhancement	
3 Jul	Tue Wed	V	Case Study	
4 Jul	Fri	D	Action Plan Consultation	
5 Jul	Sat		Off	
Jui	Jai			

6 Jul	Sun		Off
7 Jul	Mon	D	Preparation for the Final Presentation
8 Jul	Thu	Р	Action Plan Presentation
9 Jul	Tue	D	Evaluation, Closing Ceremony, Tea Party
10 Jul	Wed		Departure from Hiroshima

L: Lecture, P: Presentation, D: Discussion, V: Visit

III. Conditions and Procedures for Application

1. Expectations from the Participating Organizations:

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operations. Applying organizations are expected to use the Program for those specific purposes.
- (2) In this connection, applying organizations are expected to nominate the most qualified candidates to address the said issues or problems, carefully referring to the qualifications described in section III-2 below.
- (3) Applying organizations are also expected to be prepared to make use of knowledge acquired by the nominees for the said purpose.

2. Nominee Qualifications:

Applying Organizations are expected to select nominees who meet the following qualifications.

(3) Essential Qualifications

- 1) Current Duties: be officials who are responsible for regional industry/SME promotion at the central or local level as well as affiliated organizations which are engaged in promotion of local industries/SMEs officially.
- 2) Experience in the relevant field: have experience in the subject field for 5 years or more.
- Educational Background: have a university degree or the equivalent back ground
- 4) Language: have sufficient command of written and spoken English to participate in the training
- 5) Health: must be in good health, both physically and mentally, to participate in the training in Japan.
- 6) Must not be serving any form of military service.

(4) Recommendable Qualifications

- 1) Age: between the ages of thirty (30) and forty-five (45) years
- 2) Basic computer skills in Microsoft Office (Word, Excel, Powerpoint)

3. Required Documents for Application¹

(1) Application Form: The Application Form is available at the JICA office (or the Embassy of Japan).

*Pregnancy

Pregnant participants are strictly requested to attach the following documents in order to minimize the risk for their health.

- 1. letter of the participant's consent to bear economic and physical risks
- 2. letter of consent from the participant's supervisor
- 3. doctor's letter with permission of her training participation.

Please ask JICA Staff for the details.

(2) Photocopy of passport: to be submitted with the application form, if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

- (3) Nominee's English Score Sheet: to be submitted with the application form. If you have any official documentation of English ability. (e.g., TOEFL, TOEIC, IELTS)
- (4) Job/Country Report: to be submitted with the application form. Fill in the attachment of this General Information, and submit it along with the Application Form.

4. Procedures for Application and Selection:

(1) Submission of the Application Documents:

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan).**

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN** by April 14, 2014)

(2) Selection:

After receiving the documents through proper channels from your government, the JICA office (or the embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center in consultation with concerned organizations in Japan. *The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.*

¹ (1)定型とする。(2)(3)は、該当する事項のみを記載。不要なものは削除、また上記の他に必要な書類があれば加筆する。

(3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than** <u>April 21,</u> 2014.

5. Document(s) to be submitted by accepted candidates:

Accepted participants and their organizations will have to start the preliminary phase mentioned in section II-9 immediately after the Notice of Acceptance.

The required activities are as follows;

(1) Participants, under the cooperation of their organizations, extract the problems concerning regional industry promotion which their countries or organizations are confronting with, and analyze the causes of the problems. And put the results in Issue Analysis Sheets and submit them to JICA.

(2) Participants formulate the presentation materials (Microsoft POWER POINT) for Job/Country Report presentation based on their own Job/Country Reports which will have already been submitted to JICA as one of the documents required for the application.

%The format of Issue Analysis Sheet and the deadline for the submission will be distributed and announced to the accepted participants with the Acceptance Notice.

6. Conditions for Attendance:

- (1) to strictly adhere to the program schedule.
- (2) not to change the program topics.
- (3) not to extend the period of stay in Japan.
- (4) not to be accompanied by family members during the program.
- (5) to return to home countries at the end of the program in accordance with the travel schedule designated by JICA.
- (6) to refrain from engaging in any political activities, or any form of employment for profit or gain.
- (7) to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances, participants may be required to return part or all of the training expenditure depending on the severity of said violation.
- (8) to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer:

- (1) Name: JICA CHUGOKU
 - " Chugoku" is the name of the region in western part of Japan's main island. It is consisted of 5 prefectures and JICA Chugoku is in charge of the 5 prefectures
- (2) Contact: Mr. Makoto HIRATA (cicttp@jica.go.jp)

2. Implementing Partner:

- (1) Prefectural University of Hiroshima
 - (http://www.pu-hiroshima.ac.jp/soshiki/47/01-en.html)
- (2) Hiroshima International Center (<u>http://hiroshima-ic.or.jp/</u> (Japanese Only))

3. Travel to Japan:

- (1) Air Ticket: The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.
- (2) **Travel Insurance**: Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

4. Accommodation in Japan:

JICA will arrange the following accommodations for the participants in Japan:

JICA Chugoku International Center (JICA Chugoku)

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Address: 3-3-1, Kagamiyama, Higashihirosima, Hiroshima 739-0046, JAPAN
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TEL: 81-82-421-5800 FAX: 81-82-420-8082

(where "81" is the country code for Japan, and "82" is the local area code)

5. Expenses:

The following expenses will be provided for the participants by JICA:

- (1) Allowances for accommodation, meals, living expenses, outfit, and shipping
- (2) Expenses for study tours (basically in the form of train tickets.)
- (3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are <u>not</u> included)
- (4) Expenses for program implementation, including materials For more details, please see "III. ALLOWANCES" of the brochure for participants titled "KENSHU-IN GUIDE BOOK," which will be given before departure for Japan.

6. Pre-departure Orientation:

A pre-departure orientation will be held at the respective country's JICA office (or Japanese Embassy), to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

V. ANNEX:Format of Job/Country Report

1. Nominee's Information

Name					Country	
Contact		TEL:	FA〉	K :	E-MAIL:	
Educational Background University/College						
Majo	r Field of Study					
	Organization					
Organization	Roles and Functions					
	Number of the Staffs					
	Department					
Department	Responsibilities					
	Number of the Staffs					
Job [Description (in detail)					
Orga	nization Chart	Please attach	I	Γ		- 1
Work History		Year (from)	Year (to)	Pc	ost	Organization
Computer skills		Please check a	applicable boxe	es.		
	S Word, Excel and	MS Word		□ excellent	□ good	□ fair □ poor
Pow	erPoint)	Excel		□ excellent	-	□ fair □ poor
		PowerPoint		□ excellent	□ good	□ fair □ poor

2. Reasons for Application

Please explain your motives for application for this training program in detail.
 Please explain in a specific manner what you expect to learn from the training program.
 Please explain your professional plan of action after returning to your country upon completion of the training program.

3. Current status of regional industry in your country

(1) Definition of "Regional or Local Industry" in your country

(2) Definition of "Small and Medium Enterprises" in your country

(3) Key industries and business scale in your country

Sector's	Number of ent	erprises (%)	Number of employees (%)			
name	Metropolitan	Regional	Total	Metropolitan	Regional	Total
	area	area (Except for		area	area (Except for	
		metropolitan area)			metropolitan area)	
			100			100
			100			100
			100			100
			100			100
			100			100

(4) Outline of the ongoing policy of regional industry or SMEs promotion in your country or region

(5) Issues / problems of regional industry or SMEs promotion in your country or area

(6) Good practice of regional industry or SMEs promotion in your country or area

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that "capacity development" is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs and are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the "*adopt and adapt*" concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this "*adoption and adaptation*" process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan's developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of "tacit knowledge," a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



CORRESPONDENCE

For enquiries and further information, please contact the JICA office or the Embassy of Japan. Further, address correspondence to:

JICA Chugoku International Center (JICA Chugoku)

Address: 3-3-1, Kagamiyama, Higashihirosima, Hiroshima 739-0046, JAPAN TEL: +81-82-421-5800 FAX: +81-82-420-8082